



MASSACHUSETTS HORTICULTURAL SOCIETY

The Massachusetts Horticultural Society is a non-profit membership organization, incorporated June 12, 1829, for the purpose of encouraging the practice of horticulture and the art of gardening.

1964 YEAR BOOK



HORTICULTURAL HALL
300 MASSACHUSETTS AVE.
BOSTON, MASS. 02115



The Massachusetts Horticultural Society is composed of over eight thousand members who are vitally interested in gardens and gardening. We think this interest is important to the future of outdoor America because from even a single seed sown, or plant in a pot, can grow the awareness and knowledge necessary to the preservation of green spaces in cities, suburbs and countryside.

Gardening is the most comprehensive of the arts. It deals with the creation of environment for man's comfort, use and pleasure. Conservation, city planning, recreation, urban renewal and even architecture are closely related to the garden concept, and who is to say that enjoyment of music and sculpture in a garden is not superior to that indoors?

Gardens provide man with the opportunity to have day to day contact with the natural world. As America becomes more urbanized, the need for gardens becomes greater.

To stimulate and encourage this interest, the Massachusetts Horticultural Society provides classes, workshops, lectures, tours, shows, and special awards for gardens and for horticultural service and achievement, throughout the year. In addition, many thousands of garden questions are answered by mail, by telephone and in personal contact when members and visitors come to Horticultural Hall with their garden problems. Although the circulation of books is limited to members, the use of the library is open to all.

In a workshop on bonsai, a subject of serious study in recent years, Mrs. John H. Cunningham, of Brookline and a member of the Society, gives serious attention to a cryptomeria which she has wired and planted in a Japanese bonsai dish. The tree is planted on a simulated island of moss and stone which is surrounded by sand, representing water. At the right, Mr. Yuji Yoshimura, a leading exponent of the art of bonsai, explains the wiring and pruning of a plant to one of the several students attending his workshops in Horticultural Hall in April 1964.

Mr. Armand J. Longval, a member of the Massachusetts State Police and of the Society, inspects one of the



fine daphnes in front of his home in Hamilton. This is not an easy plant to grow, but the Longvals' garden activities earned them a Bronze Medal in 1964.

Mrs. Lucien B. Taylor's Practical Gardening class inspects strawberry plants en route to the cold frames (photo top center). Mrs. Taylor, noted author of *The Handbook of Wild Flower Cultivation*, and *Winter Flowers in the Sun-heated Pit*, has taught so many members how to garden well, that the alumni of her courses are everywhere. Mrs. Taylor is also working with boys in the Norfolk County House of Correction. Two of the boys are enrolled in Pennsylvania State University correspondence courses, furnished by the Society, and it is hoped that this will help them to find gainful employment upon release.

Members carted pots of choice bulbs home from the Bulb Forcing workshop in October of last year. Mr. Jean Thibodeau, well known for his knowledge and flair in the garden arts, particularly in the field of bulbs, explains the structure of a bulb to class members (photo top, far right).

On a hillside below the Charles Stratton Dana Greenhouses at the Arnold Arboretum, a group of members of the Society were photographed as they listened intently to Dr. Richard A. Howard, Director of the Arboretum.

After examining the photographs, it is more obvious than ever that the Massachusetts Horticultural Society is basically a service organization and that, ultimately, its benefits extend far beyond its membership.

Through *Horticulture*, the Society has a vehicle with which to extend its voice and influence throughout North America and to many foreign lands. The obligations to fulfill the purposes for which the Society was founded are great. The methods by which these goals are attained must change with the changing needs of our members and of the community, however large or small it may be.

In the early days of this Society, large estates and professional gardeners were abundant. Gardening as an art was limited. Horticulture was fashionable. (At the opening of the Second Horticultural Hall, in 1864, the



most sensational exhibit consisted of five pineapple plants in varying stages of development from inflorescence to fruit, exhibited by the Governor of Rhode Island.) Today more Americans than ever live in their own homes. Thousands of square miles of American landscape are controlled by individual home owners, most of whom garden on a do-it-yourself basis. Many of these people have both artistic taste and intellectual curiosity. They are anxious to learn more about gardening, as both art and science. They are concerned with their own properties and appreciate the need to create comfortable and useful environment for themselves. For these people the Society provides a treasure-house of information and help. Many are already members, but there are thousands more who assume that gardening begins and ends with foundation planting. There is a tremendous lack of appreciation for, or even awareness to the importance of well-organized outdoor environment. This is the need of the mid-20th Century. It is the obligation of the Massachusetts Horticultural Society to meet that need.

Members of the Society (top right) enjoy Mrs. Roger Glenn Mook's famous gardens in Rye, New York.

The Society encourages and cooperates with children's garden programs, and products are exhibited in Horticultural Hall each August (right).

In the photograph (lower right) students from Jamaica Plain High School work on their exhibit at the New England Spring Flower Show.

Opposite page:

Mr. Oliver Wolcott, President of the Society escorts Mrs. Endicott Peabody, the First Lady of Massachusetts, on a preview tour of the 1964 New England Spring Flower Show at Wonderland Park.

A student from Jamaica Plain High School directs a visitor at the flower show (lower left).

Plants grown by members are exhibited in the Amateur Horticultural Classes at the Spring Show (top center).

Proof that everybody works at the Flower Show is evident in the photograph (lower center) which suggests chaos, but the frenzy of constructing a garden subsides, and on opening day the scene is immaculate, tranquil and beautiful.

Frequent visitors to the library are Mr. and Mrs. Dominic Forte, of Lynn and their two sons, Donald and Paul. The Forte garden, built on a rocky hillside, includes a wide variety of plant materials and provides a laboratory for the boys' interests in insects and reptiles.





FLOWER SHOW AWARDS 1963

THE PRESIDENT'S CUP

Weston Nurseries, Inc., Hopkinton, for an informal garden in a naturalistic setting, the most meritorious exhibit in the Spring Show.

GOLD MEDAL OF THE HORTICULTURAL SOCIETY OF NEW YORK
North Shore Horticultural Society, for a formal bulb garden, the most beautiful exhibit in the Spring Show.

GOLD MEDAL CERTIFICATE OF THE PENNSYLVANIA HORTICULTURAL SOCIETY
Mr. Allen C. Haskell, New Bedford, for a garden of evergreens, an exhibit of special merit which stimulates an interest in horticulture, in the Spring Show.

THE ALBERT C. BURRAGE GOLD VASE
North Shore Horticultural Society, for a formal bulb garden, the most outstanding exhibit in 1963.

GOLD MEDAL OF THE PHILADELPHIA FLOWER SHOW, INC.
Kelsey-Highlands Nursery, East Boxford, for an informal exhibit, one that deserves additional recognition.

BEACON HILL GARDEN CLUB CUP
Noanett Garden Club, for the most charming garden club exhibit in the Spring Show.

THE JOHN S. AMES TROPHY
Mr. Allen C. Haskell, New Bedford, for an outstanding exhibit of broadleaf evergreens at the Spring Show.

MRS. JOHN S. AMES CUP
Massachusetts Horticultural Society Women's Exhibitions Committee (Mrs. John M. Hall, Chairman) for the exhibit in the Garden Club Section displaying the greatest horticultural excellence at the Spring Show.

THE ANTOINE LEUTHY PRIZE
Mrs. Edwin S. Webster, Chestnut Hill, for an exhibit of orchids at the Spring Show.

TROPHY OF THE MASSACHUSETTS DEPARTMENT OF AGRICULTURE
Mr. Alexander Irving Heimlich, Woburn, for a naturalistic planting at the Spring Show.

BULKLEY MEDAL OF THE GARDEN CLUB OF AMERICA
Arnold Arboretum, Jamaica Plain, for a display of the seeds of woody plants, an exhibit of special merit at the Spring Show.

THE BEATRIX FARRAND SILVER BOWL
Weston Nurseries, Inc. Hopkinton, for an informal garden in a naturalistic setting, the best exhibit of rhododendrons and azaleas in the Spring Show.

JOHN TAYLOR ARMS AWARD
Cohasset Garden Club, for the blue ribbon entry receiving the highest number of points at the Spring Show.

THE MRS. EDWIN SIBLEY WEBSTER CUP
Community Garden Club of Hamilton and Wenham, for their Maine exhibit at the Spring Show.



Mr. and Mrs. Allen C. Haskell of New Bedford, receiving the President's Cup for their garden (photo above) in the 1964 New England Spring Flower Show. Mr. Haskell also received the John S. Ames Trophy, for a garden of broadleaf evergreens in the 1963 Show, judged the best exhibit stimulating horticultural interest in the year 1963.



WONDERLAND CUP

Massachusetts Department of Natural Resources, for a typical State Park in the Berkshires, for the largest number of votes from the Spring Show visitors.

BEST BLOOMS

Camellia "Laurel Leaf", exhibited by Mrs. Edwin S. Webster, Chestnut Hill. Daffodil "Jules Verne", exhibited by Mrs. Edwin S. Webster, Chestnut Hill. Iris "Starshine", exhibited by Mrs. Irving W. Fraim, Waltham. Tulip "Renown", exhibited by Mr. James Sutherland, 400 Beacon Street, Newton.

GOLD MEDALS

Amateur Horticultural Competition (Mrs. Hugh Hencken, Chairman) for a class for winter gardeners at the Spring Show. American Begonia Society, Bessie Raymond Buxton Branch, for an educational exhibit of species and hybrid begonias at the Spring Show.

Arnold Arboretum, for a display of the seeds of woody plants at the Spring Show.

Arnold Fisher Company, for a display of roses at the Spring Show.

Associated Fruit Growers of Eastern Massachusetts, for a display of fruits.

Bartlett Gardens, for a contemporary retreat in a wood setting at the Spring Show.

Bartlett Gardens, for an informal chrysanthemum garden. Boston Market Gardeners Association, for a display of vegetables.

Boston School Garden at Woburn, for a display of vegetables and flowers.

Butler and Ullman, Inc., for a display of camellias. Carter's Cactus & House Plant Center, for an educational exhibit of cacti and succulents at the Spring Show.

Cider Hill Greenhouses, for a group of saintpaulias at the Spring Show.

The Garden Club Federation of Massachusetts, Inc. (Mrs. Allan R. Finlay, Chairman) for a group of flower arrangements based on the theme "Changing Patterns" at the Spring Show.

The Garden Club Federation of Massachusetts, Inc. (Mrs. Robert G. Richards, Chairman) for a group of flower arrangements based on the theme "Sing a Song of Roses".

The Garden Club Federation of Massachusetts, Inc. (Mrs. Richard D. Bowman, Chairman) for a group of flower arrangements based on the theme "Autumn Caprice".

Gardner Museum, for a display of hybrid amaryllis plants at the Spring Show.

Mr. Allen C. Haskell, for a garden of evergreens at the Spring Show.

Mr. Alexander Irving Heimlich, for a naturalistic planting of miniature trees at the Spring Show.

Mr. Alexander Irving Heimlich, for a naturalistic chrysanthemum garden.

Holly Acres and Ashumet Holly Nursery, for an exhibit of ilex at the Spring Show.

Johnson Bros., for a display of roses at the Spring Show.

SPECIAL MEDALS

Mr. Karl P. Jones, for a display of roses.

Kelsey-Highlands Nursery, for an informal exhibit showing the use of ground covers at the Spring Show.

Mr. and Mrs. Harold W. Knowlton, for a display of iris.

Mr. William F. Lommerse, for a display of tulips.

Massachusetts Department of Natural Resources, for parts of a typical State Park in the Berkshires at the Spring Show.

Massachusetts Horticultural Society Women's Exhibitions Committee, for eleven small gardens based on the theme "Gardens in These United States" at the Spring Show.

The Montgomery Company, for a display of roses at the Spring Show.

Mr. and Mrs. Roger Glenn Mook, for a display of daffodils.

New York State Agricultural Experiment Station, for an exhibit of apples and grapes.

North Shore Horticultural Society, for a formal bulb garden at the Spring Show.

Packard Nursery and Garden Shop, for an informal garden on the New England Coast at the Spring Show.

Peirce Brothers, Inc., for a display of roses.

Pine Gardens, for an informal spring garden at the Spring Show.

Plimoth Plantation, Inc., for an early 17th century thatched roof Pilgrim house and dooryard at the Spring Show.

Mr. George H. Pride, for a display of hemerocallis.

Mr. Marinus Vander Pol, for a semi-formal garden at the Spring Show.

Mrs. Edwin S. Webster, for an exhibit of orchids at the Spring Show.

Mrs. Edwin S. Webster, for a display of daffodils.

Wellesley College, Dept. of Botany and Bacteriology, for an informal garden at the Spring Show.

Weston Nurseries, Inc., for an informal garden in a naturalistic setting at the Spring Show.

Weston Nurseries, Inc., for a spring garden.

SILVER MEDALS

Mr. Walter D. Brownell, for a rose garden at the Spring Show.

P. deJager & Sons, Inc., for a collection of daffodils.

De Vincent Farms, for a chrysanthemum garden.

Fairmount Gardens, for a display of hemerocallis.

Gardner Museum, for a group of chrysanthemums.

Handy Greenhouses, for a group of saintpaulias at the Spring Show.

Hurdle Hill Farm, for a colonial garden at the Spring Show.

Jamaica Plain High School, for an informal garden at the Spring Show.

Mr. Robert McCarroll, for a display of chrysanthemums.

The Merrys, for a display of seasonal material.

The Merrys, for a display of hemerocallis.

Miss Helen C. Moseley, for an exhibit of foliage and flowering plants at the Spring Show.

National Association of Gardeners, Boston Branch, for a pot garden at the Spring Show.

continued on page 14



Dr. Samuel L. Emsweller

GEORGE ROBERT WHITE MEDAL OF HONOR

Dr. Samuel Leonard Emsweller, College Park, Maryland for eminent service in horticulture. A teacher, horticulturist, geneticist, author and administrator, Dr. Emsweller has for 29 years exerted an important influence in the instigating and directing of major investigations of ornamental plants at the United States Department of Agriculture's Research Station, Beltsville, Maryland.



Harold G. Hillier

THOMAS ROLAND MEDAL

Mr. Harold George Hillier, world-prominent nurseryman of Winchester, England and member of the Council of the Royal Horticultural Society, for exceptional skill in horticulture, as exemplified by his successful efforts in seeking out, hybridizing, judging, growing and recommending the widest assortment of hardy woody ornamental plants.



Henry J. Hohman

JACKSON DAWSON MEDAL

Mr. Henry Joseph Hohman of Kingsville, Maryland. Nurseryman, horticulturist and plant propagator extraordinary, Mr. Hohman has for half a century been interested in growing the better and unusual ornamental woody plants.



Harold S. Ross

LARGE GOLD MEDAL

Awarded posthumously to Harold Salicath Ross, of Hingham, for outstanding service to the Massachusetts Horticultural Society. During 30 years as a Trustee, he served on many committees and added materially in guiding some of the important activities of the Society.



GARDEN AWARDS

The Massachusetts Horticultural Society awards a series of medals and certificates each year for gardens which achieve distinction. These gardens may be large or small, and, in some cases, recognize horticultural achievement by industry, business and institutions. All award winning gardens are open to members of the Society for two days.

GOLD MEDALS

Mrs. T. Jefferson Coolidge, Manchester

Mr. William A. Coolidge, Topsfield
(photo left, top)

Mr. and Mrs. Francis P. Sears, Hamilton

SILVER MEDALS

The American Mutual Liability Insurance Co.,
Wakefield (photo left, bottom)

Mrs. Cornelius Crane, Ipswich

Mr. and Mrs. Lawrence L. Reeve, Manchester

Mr. and Mrs. Carlton R. Richmond, Milton

Mr. and Mrs. Samuel H. Wolcott, Jr., Milton

BRONZE MEDALS

Mr. and Mrs. Charles Carney, Manchester

Mr. and Mrs. Armand J. Longval, Hamilton
(photo pg. 2, top)

Raytheon Executive Offices, Lexington
(photo left, center)

GARDEN CERTIFICATE

Mr. and Mrs. C. Leighton Forbes, Milton

HORTICULTURE

Horticulture is sixty years old in 1964. While it has seen both great and lean years, it has always maintained a significant role in 20th Century garden activity in America.

Examination of the bar graph on page 15 will reveal the financial history of *Horticulture* since 1962. Where losses were small (and even a profit realized) the answer was due, ironically, to both promotion and lack of promotion. Well-planned circulation promotion should pay for itself, or nearly so. Lack of promotion may seem a method for saving money, but, unfortunately, causes a quick drop in circulation. The higher the circulation the higher the advertising rates, and advertising is the best revenue source available to support a worthwhile publication.

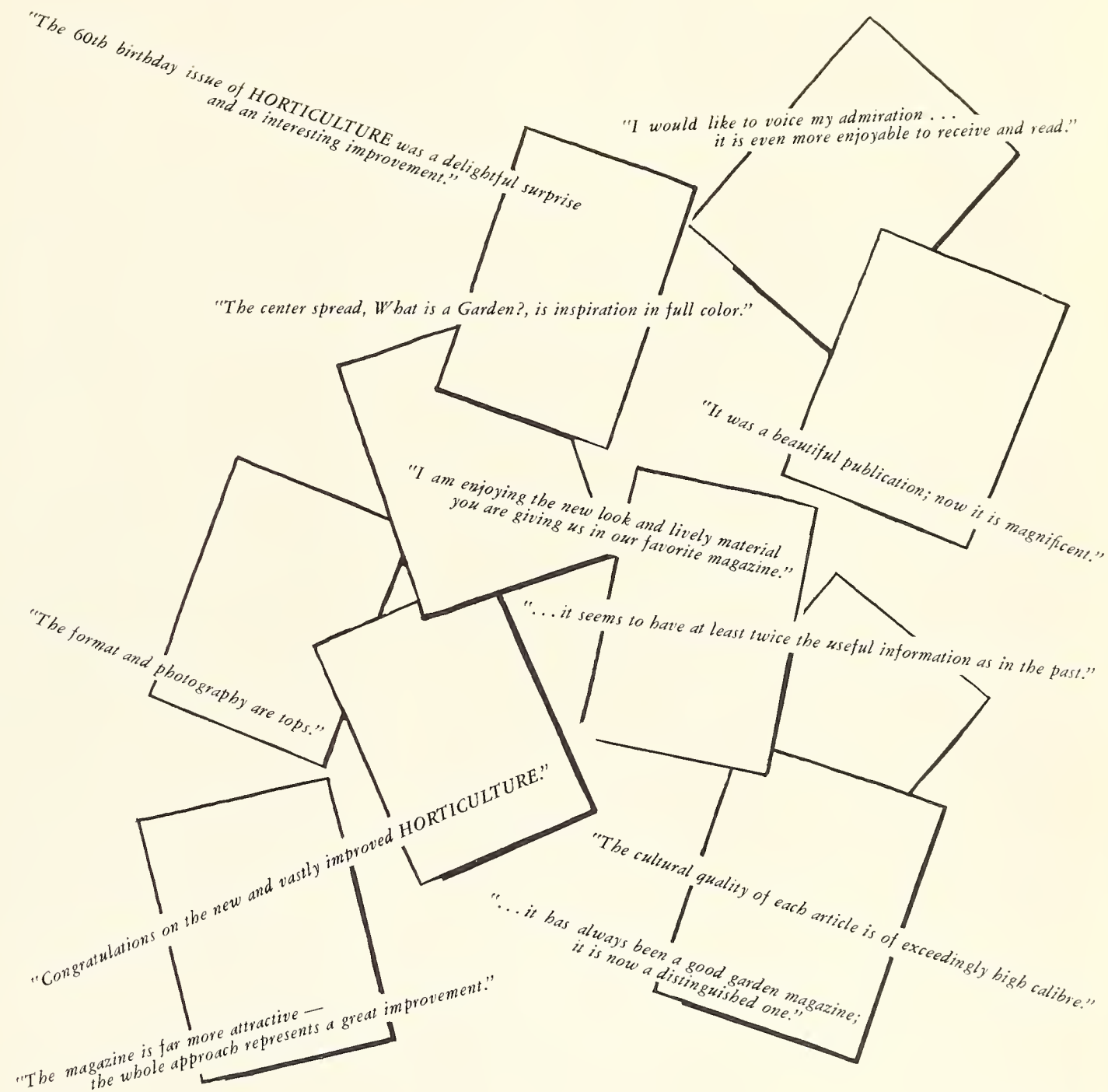
A thorough study of *Horticulture's* problems was made in the summer and fall of 1963. A renewal rate of 44.3% indicated that something was drastically wrong with the publication.

At the Meeting of the Board of Trustees, September 19, 1963, approval was given to a three-year program for *Horticulture*. The goals of this program are: (1) to raise the standards of American gardening, (2) to carry forward the purpose for which the Society was founded and its traditional roll of leadership, (3) to turn *Horticulture* into a self-sustaining publication.

In March 1964, the first of the new issues appeared and the reaction was immediate. Hundreds of letters and comments have been received from members, from subscribers and from leading professional and amateur horticulturists everywhere.

Horticulture goes to some 14,000 members of the Massachusetts, Pennsylvania, Michigan and Connecticut Horticultural Societies. It also goes to an additional 80,000 subscribers. Carefully planned promotion is resulting in many new subscribers.

The success of *Horticulture* depends upon the dedication and cooperation of many: authors, photographers, printers, designers, editors, advertisers. Most of all, success depends upon the constant flow of ideas. As a member, your ideas are important, too.



LIBRARY REPORT

The library of the Massachusetts Horticultural Society represents the largest and most important collection of horticultural works in America.

It includes books, periodicals and pamphlets on all phases of gardening:

- history and exploration,
- landscape design,
- plant evaluation and selection,
- basic plant physiology,
- soil structure and care,
- plant identification,

. . . and other matters pertinent to intelligent gardening.

The library is the heart of the Society; it is the storehouse of information which enables the Society to function with authority, and it is of world importance as an archive of 19th Century American horticultural literature. Since this was a great period of exploration and importation, the library is an extremely important historic and research tool which is in much demand today. Requests for information, both historic and contemporary, come from all over the world — an orchardist in Israel, a Korean student, German researchers.

As an indication of the world importance of the library, it is interesting to note that more than 50 libraries have purchased the Dictionary Catalog of the Massachusetts Horticultural Society Library. This is a three-volume work, in which the entire card catalog of more than 32,000 books and references is reproduced and sells for \$165.00 per set.

For members, the great value of the library is as a source of information in answer to the day-in, day-out problems of gardening. It provides facts on selection, propagation, cultivation, landscaping, flower arranging. It also stimulates new garden achievement. As proof of this facet of Society service, circulation figures continue to climb. In 1963, a 37% increase over the previous year.

Over a thousand packages, most of them containing more than one book, were mailed to members during the year and our mail circulation continues to be one of

the most convincing services in attracting new members to the Society.

The installation of a Xerox copying machine in the fall of 1963 provides a method by which the library staff can answer requests for information with maximum accuracy and efficiency. An exact photocopy is made of the material requested — be it from a periodical, a plant society publication, an institutional bulletin or journal or from a rare book — and the original reference material need not leave the library. While a small charge is made for this service, the demand is great. Now we are able to fill all requests made by universities and research institutions throughout the world.

The telephone line, direct to the library, (KE 6-1720), installed last fall, also has proved to be a new convenience to members.

Book sales have been shifted to the library, as a part of its function, since the library staff is best able to make recommendations. A small discount is allowed on books purchased by members and proceeds go to the library fund.

Money for the majority of book purchases comes from interest on three funds:

John S. Farlow fund (1900).....	\$ 2,500.00
J. D. Williams French fund (1901)	11,681.88
Albert C. Burrage, Sr. fund (1930)	30,000.00
Nathaniel T. Kidder fund (1939)	5,000.00

The combined income of the four funds totalled \$1,967.28 in 1963. Many gift books are received from members and review copies are turned over to the library after they have been reviewed in *Horticulture*.

As library services continue to grow, it is evident that more staff time is required and some of the projects which could help make the library even more useful to members have to be postponed. Many of these could be performed by interested volunteers with the guidance of the staff.

(A list of new acquisitions is available to members upon request).

Albert C. Burrage

BOOK DONORS

Alden, John E.

Allen, Gertrude E.

Anderson, Dr. Edgar

Brydon, P. H.

Caldwell, Dorothy Walcott

Cavaccini, Daniel

Cook, Mrs. Robert H. from the estate of Mrs. Francis King

Brooks, Mrs. Van Wyck, *Garden and Forest*, 1888-1897

Coolidge, Mrs. Henry P.

Christian Science Monitor Library

Ellis, Frederic R.

Helburn, Mrs. Margaret Willard, nursery catalog collection and other books

Hodder, George F.

Holland, Mrs. Laura W.

Husting, Eugene E., 19th century nursery catalogs

Lees, Carlton B.

Mattoon, H. Gleason

Mavor, Mrs. Anna C. H.

Menninger, Edwin A.

Moulton, Mary K.

Nehrling, Arno H.

Pratt, Mrs. Herbert W.

Ross, Mrs. Harold S., in memory of Harold S. Ross, two hundred and sixty volumes from his library Royal Botanic Gardens, Kew, Digby, K. *A discourse concerning the vegetation of plants* and other volumes

Rutgers University Library

Steffek, Edwin F.

Stetson, Paul

Sturgis, Mrs. George P.

Webber, E. Leland

Wetherbee, Winthrop, M.D.



PRESIDENT'S REPORT

In 1963 the Massachusetts Horticultural Society underwent a significant change when Mr. Carlton B. Lees became Executive Secretary and Director of Publications on June 1st. Mr. Lees had served in a similar capacity for The Pennsylvania Horticultural Society. Mr. Nehrling continues as Director of Exhibitions through the 1965 New England Spring Flower Show, after which he will retire.

Under Mr. Nehrling's direction, the special shows (daffodil, tulip, iris, rose, hemerocallis, the Children's Show and the Harvest and Chrysanthemum Show) attracted over 16,000 people in 1963, approximately the same as for the previous year.

Attendance at the Spring Flower Show in 1964, showed an increase of 5,078 over 1963, but we have not yet reached the 100,000 plus attendance which was characteristic of the Shows in Mechanics Hall, Boston.

We have accepted the invitation of the Revere Racing Association to hold the 1965 Spring Show at Wonderland Park. While the new War Memorial Auditorium, a part of the Prudential Center, is scheduled to be in operation before the 1965 Show, there are many indefinite factors involved, and the Exhibition Committee decided that we should return to Wonderland Park next year. The advisability of bringing the Show back into Boston in 1966 is being studied.

After Mr. Lees' arrival, an emergency budget of \$10,000 was provided for some changes which were needed in Horticultural Hall. A new telephone system allows us to handle calls with new efficiency. A direct telephone line to the library is a great convenience to members.

The Presidents' Gallery was refurbished to reduce a burdensome noise problem and to improve lighting. The presidential portraits are now in chronological order; only two are missing from the long line of presidents dating from 1829.

Some major rewiring was necessary to overcome frequent breakdowns, and for the safety of the library



all gas lines have been removed from the building.

While we have had a good year with lectures, courses, shows, children's garden and library activity, we again suffered a heavy deficit for 1963. It is the hope of the Board of Trustees that the new *Horticulture* will provide the answer to this problem.

It is pleasant to report that while our year-end membership figures still show a decline of 203 members, the March figures show a gain and we hope that the tide has turned.

Significant changes have been made in the membership structure to provide the opportunity for members to contribute to the program of the Society. A new

category for Patrons has been established. Funds received from Patrons are invested, the income of which will be used, the principal to remain untouched. We are hopeful that many annual members will feel that the work of the Society deserves their support beyond their usual \$8 membership fee and that they will want to become Sustaining or Contributing members.

A substantial increase in revenues from membership, flower show receipts and from endowments are needed in the future. The work of the Society is of such importance that it justifies increased support. I am confident that we will get it.

Oliver Wolcott

PATRONS

Mrs. Edgar W. Cottle, *Harvard*
Mr. & Mrs. William C. Cox, *Cohasset*
Mrs. Irving W. Fraim, *Waltham*
Mr. & Mrs. G. Peabody Gardner, *Brookline*
Mr. & Mrs. Karl P. Jones, *Barrington, R.I.*
Mr. & Mrs. Harold W. Knowlton, *Auburndale*
Mr. Peter J. Mezitt, *Hopkinton*
Miss Helen C. Moseley, *Newburyport*
Mrs. Alfred M. Tozzer, *Cambridge*
Mr. & Mrs. G. Kennard Wakefield, *Milton*
Mrs. Edwin S. Webster, *Chestnut Hill*
Mr. & Mrs. Oliver Wolcott, *Hamilton*

SUSTAINING MEMBERS

Mr. Roy Garrett Watson

CONTRIBUTING MEMBERS

Mrs. John Moseley Abbot
Mrs. S. B. Andrus
Mrs. Parker Converse
Miss Margaret Curran
Mr. & Mrs. Henry Davis, III
Mr. William Ferguson
Mr. Maurice T. Freeman
Mrs. Alexander R. George
Mrs. Edward C. Johnson
Miss Theresa B. Maley
Mr. Henry P. McKean
Mr. Frederick S. Moseley, III
Mrs. Alexander Neilson
Miss C. C. Pope
Mr. Brooks Potter
Mrs. Ellery Sedgwick
Mrs. Edward C. Stone
Mrs. William P. Wharton
Miss Susan B. Whiting

MEMBERSHIP REPORT

At the close of 1963, the Massachusetts Horticultural Society consisted of the following:

Annual Members	7,187
Associate Members	222
Life Members	867
Total	8,276

Examination of the Life Memberships disclosed that several had been carried for more than 60 years and that many of the Life Memberships were obtained at \$25.00, \$35.00 and \$50.00. It is obvious that the Society could not afford to continue to offer memberships on such a basis.

While existing Life Memberships must be honored, the Board of Trustees voted to discontinue offering such memberships in the future, at its September 1963 meeting. It also voted to abolish the Associate (\$5) membership, to create new membership categories for families and to offer two-year memberships as well.

The new membership categories are as follows:

ANNUAL MEMBERSHIP

Individual	\$ 8	(\$14 two years)
Family	12	(\$22 two years)
Contributing	50*	
Sustaining	100*	

PATRON

(Includes membership for life) \$1,000

*The portion in excess of the Individual Membership rate (\$8) is considered to be a gift to the Society and is deductible for Federal Income tax purposes.

<i>i.e.</i> Contributing Membership, deductible portion:	\$42
Sustaining Membership, deductible portion:	\$92

Family, Contributing and Sustaining members receive full membership privileges for the family (husband, wife and dependent children); two tickets for the Spring and Fall Shows; additional tickets for children upon request.

Robert N. Elwell

HONORARY MEMBERS

Honorary Members are individuals who have received one of the special medals of the Massachusetts Horticultural Society.

- 1942 Dr. William A. Dayton, Washington, D.C.
Joseph B. Gable, Stewartstown, Pennsylvania
Robert Moses, New York, New York
G. G. Nearing, Ridgewood, New Jersey
George H. Pring, St. Louis, Missouri
Norman Taylor, New York, New York
C. J. Van Bourgondien, Babylon, L.I., N.Y.
Richard Wellington, Geneva, New York
- 1943 Albert C. Burrage, Ipswich, Massachusetts
Vincent DePetris, Grosse Farms, Michigan
Dr. Henry T. Skinner, Washington, D.C.
- 1945 Albert Hulley, Middleboro, Massachusetts
- 1946 Walter B. Clarke, San Jose, California
Mrs. John H. Cunningham, Brookline, Mass.
Daniel W. O'Brien, Boston, Massachusetts
Edmund F. Palmer, Vineland Station,
Ontario, Canada
- 1947 Thomas H. Everett, New York Botanical Garden,
New York
James J. Hurley, Newton Highlands, Mass.
Isabella Preston, Georgetown, Ontario, Canada
- 1948 Stedman Buttrick, Concord, Massachusetts
Eric Walther, San Francisco, California
- 1949 Morris Carter, Boston, Massachusetts
Henry Kohankie, Painesville, Ohio
A. Kenneth Simpson, Tarrytown, New York
Dr. Harold B. Tukey, East Lansing, Michigan
- 1950 Montague Free, Hyde Park, New York
Dr. Wilson Popenoe, Antigua, Guatemala
George L. Slate, Geneva, New York
- 1951 Jan De Graaff, Gresham, Oregon
Thomas C. Desmond, Newburgh, New York
William Hertrich, San Marino, California
Mrs. G. Kennard Wakefield, Milton, Mass.
- 1952 Dr. Donald F. Jones, New Haven, Connecticut
Dr. Walter E. Lammerts, Livermore, California
Prof. Alex Laurie, Eustis, Florida

- 1953 Arie F. Den Boer, Des Moines, Iowa
Fred Edmunds, Sherwood, Oregon
Dr. Victor A. Tiedjens, Marion, Ohio
- 1954 Arnold Davis, Cleveland Heights, Ohio
Joseph J. Lane, Mamaroneck, New York
- 1955 Miss Sarah Brassill, Weymouth, Massachusetts
Paul Vossberg, Westbury, Long Island, N. Y.
Dr. Richard P. White, Washington, D. C.
Mrs. Irving C. Wright, Milton, Massachusetts
- 1956 Eugene S. Boerner, Newark, New York
Frank Reinelt, Capitola, California
Mrs. Arthur P. Teele, Boston, Massachusetts
- 1957 W. Ray Hastings, Harrisburg, Pennsylvania
Dr. R. E. Kleinsorge, Silverton, Oregon
Jacques Legendre, Wachapreague, Virginia
- 1958 J. J. Grullemans, Mentor, Ohio
Mrs. Lucien B. Taylor, Dover, Massachusetts
- 1959 Prof. L. C. Chadwick, Columbus, Ohio
Mrs. Susan Delano McKelvey, Boston, Mass.
Arno H. Nehrling, Needham Heights, Mass.
Conrad L. Wirth, Washington, D. C.
- 1960 Dr. H. Harold Hume, Gainesville, Florida
George W. Peyton, Rapidan, Virginia
Dr. Karl Sax, Media, Pennsylvania
Henry Teuscher, Montreal, Canada
Henry G. Wendler, Newton Center, Mass.
- 1961 Dr. Clement Gray Bowers, Maine, New York
Theodore Payne, Los Angeles, California
Frederick Frye Rockwell, Orleans, Massachusetts
Dr. Russell J. Seibert, Kennett Square, Penn.
- 1962 Dr. Raymond C. Allen, Mansfield, Ohio
Alfred Byrd Graf, Rutherford, New Jersey
Herbert C. Swim, Chino, California
John Caspar Wister, Swarthmore, Pennsylvania
- 1963 Mrs. Chester S. Cook, Lexington, Massachusetts
Mr. Henry Francis du Pont, Winterthur, Del.
Mr. Karl P. Jones, Barrington, Rhode Island
Mr. Brian O. Mulligan, Seattle, Washington
- 1964 Dr. Samuel L. Emsweller, College Park, Md.
Harold G. Hillier, Winchester, England
Henry J. Hohman, Kingsville, Maryland

FLOWER SHOW AWARDS

continued from page 7

National Association of Gardeners, Newport, Rhode Island, Branch, for a formal garden at the Spring Show.

New England Carnation Growers, Association, for a display of carnations at the Spring Show.

Norfolk County Agricultural School, for an informal garden at the Spring Show.

Mr. Jean Thibodeau, for a display of spring-flowering bulbs.

Mr. Wallace Windus, for Lilium Edna Kean at the Lily Show in Washington, D. C.

Weston Nurseries, Inc., for an informal chrysanthemum garden.

BRONZE MEDALS

Mr. and Mrs. Augustine Bonzagni, for a display of daffodils.

Brockton School Garden, for a display of flowers and vegetables.

Miss Eleanor C. Brooks, for a display of Ismene Calathina.

Cherry Hill Nurseries, for a woodland hillside at the Spring Show.

Mrs. B. Preston Cutler, for a spring garden at the Spring Show.

Jack Davis, Florist, for a display of chrysanthemums.

D'Errico-McGlynn Flowers, for a display of chrysanthemums.

The Garden Shed, for a naturalistic display of spring-flowering bulbs at the Spring Show.

Gardeners' and Florists' Club of Boston, for a semi-formal hyacinth garden at the Spring Show.

Mrs. John Johnson, for a display of bearded iris.

The Junior League of Boston, Inc., for a display of flowers and vegetables.

Junior's Plant Shop, for a display of dried material.

Old Colony Landscape Service, for an informal suburban garden at the Spring Show.

Mr. Jean Thibodeau, for an exhibit of miniature bulbs, corms and tubers at the Spring Show.

CULTURAL CERTIFICATES

Mr. Leo J. Dutram, for cymbidium Edna Cobb at the Spring Show.

Mrs. John Johnson, for a display of bearded iris.

Miss Mabel Riley, for a group of hydrangeas.

Mrs. Edna Roberts, for a group of saintpaulias.

Mr. John Sullivan, for a display of hybrid amaryllis at the Spring Show.

Mr. John Sullivan, for a group of salpiglossis.

Mr. Jean Thibodeau, for a display of spring-flowering bulbs.

Mr. Marinus Vander Pol, for a semi-formal garden at the Spring Show.

EDUCATIONAL CERTIFICATES

Arnold Arboretum, for a display of the seeds of woody plants at the Spring Show.

Mr. and Mrs. Cameron Bradley, for an educational exhibit of camellias.

TREASURER'S REPORT

The Society experienced a loss from operations during 1963 of \$128,597.88 compared with \$36,953.79 in 1962. The Spring Flower Show profit of \$6,651.99 compared to \$26,330.03 of the previous year. *Horticulture* showed a loss of \$59,092.01 as against \$28,004.86 in 1962.

The loss for 1963, as in the past has made it necessary to sell some of our securities. Fortunately, the securities market has been such that our investment income for 1963 was greater than for any previous year.

Examination of the circular graph for expenses will reveal that expenses for *Horticulture* and the building comprise 44% of the total.

A three-year program has been undertaken to bring *Horticulture* out of its history of deficit with the intention that the publication will not continue to drain funds in the future. Members already have seen the first results of this program in the revamped issues of *Horticulture*, beginning with the March 1964 issue.

At the present time a thorough study is being made of Horticultural Hall and its role in the Society's future. While the Hall (the Society's third) is held dear by many members, it is now 63 years old and in need of extensive and costly renovation. The utilities, roof and exterior walls require constant attention to repair breaks and leaks, and the time is approaching when major reconstruction will be necessary if Horticultural Hall is to continue in its usefulness to the Society.

In 1963 necessary improvements were made to the building, some of which were long overdue. Provisions have been included in our 1964 budget to continue only those repairs necessary to safe operation.

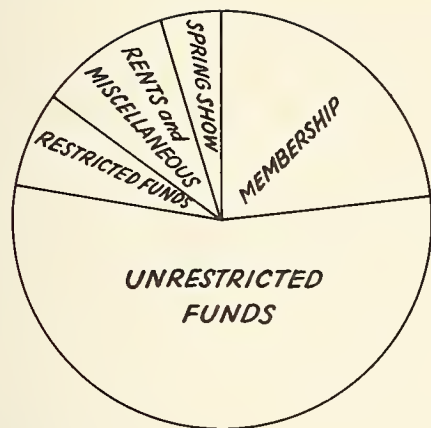
The Society received \$6,000.00 in bequests in 1963. It is obvious that our needs are much greater if the Society is to grow and carry forth the educational purposes for which it was founded.

(A complete statement of financial condition is available to members upon request.)

Edward Dane

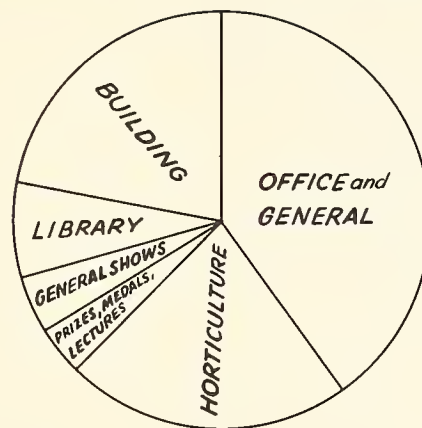
INCOME

\$130,470.90



EXPENSES

\$259,068.78



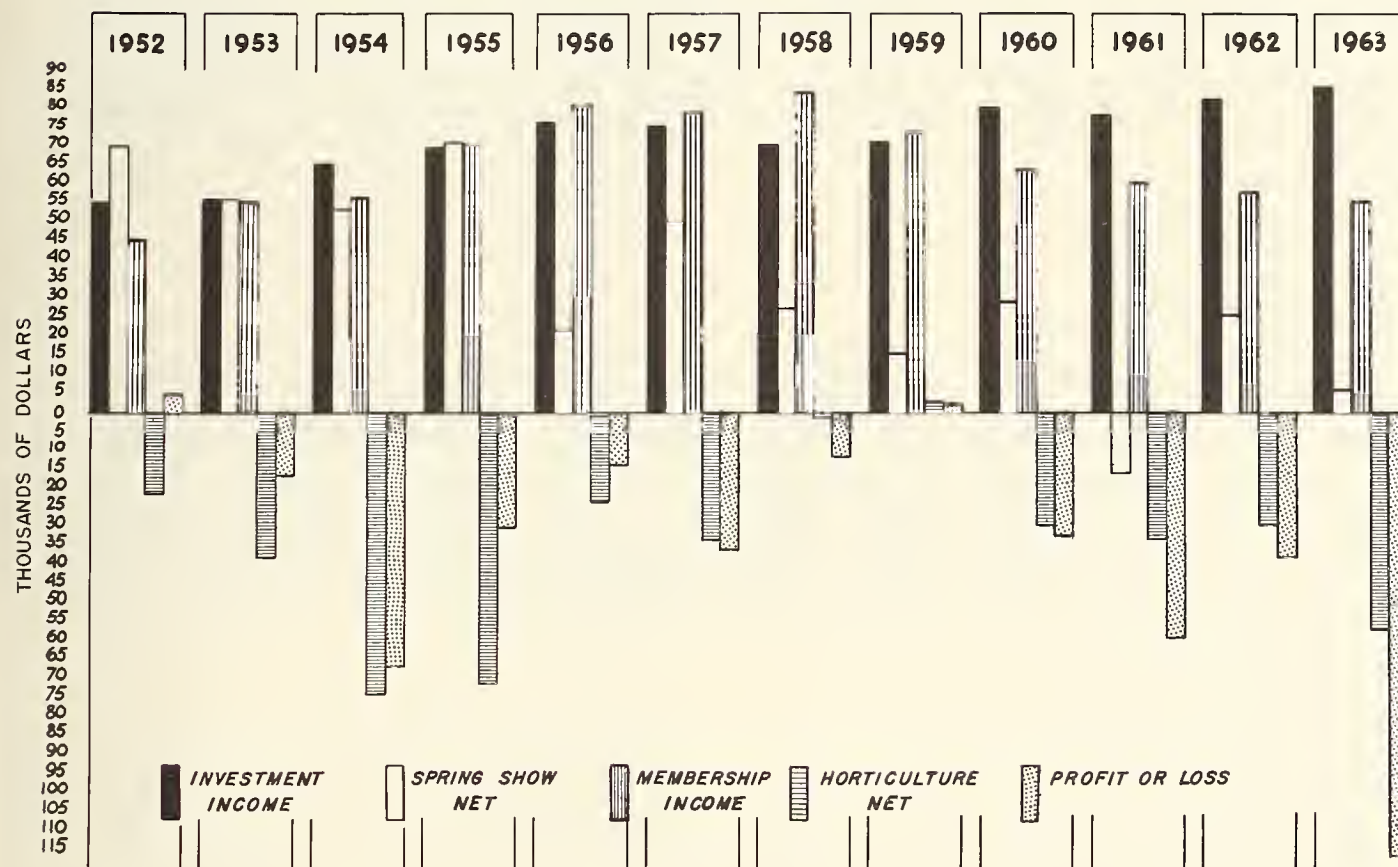
BEQUESTS

Helen S. Coolidge \$5,000
Mary Fuller Wilson \$1,000

GIFTS OF MONEY

Mr. Ralph F. Abbott
Mrs. Horatio Alden
Miss Eleanor W. Allen
Mrs. Charles Almy
Mrs. Katharine J. Bass
Mrs. Steven R. Casey
Miss Katherine F. Clark
Mrs. Paul F. Clark
Mr. Stephen R. Cowey
Mrs. George A. Crane
Mr. Frederic H. Curtiss
Mrs. Ralph S. Emerson
Mrs. J. W. Farley
Mrs. A. W. Farrell
Mr. Alexander Forbes
Mr. Maurice T. Freeman
Dr. John L. Fromer
Mrs. Henry V. Greenough
Mrs. W. Hannafin
Mrs. Willard Helburn
Mr. Stanley H. Lawton
Mr. & Mrs. William Livingston
Mrs. Francis B. Lothrop
Mrs. Francis W. MacVeagh
Mrs. Alexander Neilson
Mrs. Olaf Nelson
Mrs. James M. Newell
Mrs. John T. Nightingale
Mrs. Cortland Parker
Mr. William Phillips
Mr. Robert D. Proctor
Mrs. Frank H. Purington
Mrs. Edward P. Richardson, Jr.
Mrs. Edward Rose
Mr. Lennie Rutanen
Dr. George C. Shattuck
Mrs. Helen L. Stone
Mrs. David H. Walton
Mrs. Stephen Wheatland
Mr. Nathaniel Whittier
Mr. William O. Wise

OPERATIONS GRAPH 1952-1963



STAFF

ADMINISTRATION

Carlton B. Lees, *Executive Secretary*
Director of Publications

Florence G. Courtney, *Secretary*

Myron B. Bates, *Office Manager*

Marion M. Costa, *Assistant*

Amalie Meisel, *Receptionist*

FLOWER SHOWS

Arno H. Nehrling, *Director of Exhibitions*

Bertha Levine, *Secretary*

Lorraine M. Cantalupo, *Secretary*

LIBRARY

Muriel C. Crossman, *Librarian*

Marion B. Crowell, *Assistant*

Elizabeth Higgins, *Assistant*

Madolin Ridge, *Clerk*

MEMBERSHIP

Mary C. Rochefort, *Membership Secretary*

Donna L. Traverse, *Assistant*

BUILDING MAINTENANCE

C. Hooper Jackson, *Superintendent*

Dominic Abbis

Walter Stoll

Stephen Adams

Ernest Huntoon

Elmer McPhee

HORTICULTURE

EDITORIAL

Edwin F. Steffek, *Editor*

Aliene H. Batting, *Secretary*

Laura E. Hatton, *Assistant Editor*

Richard C. Hands, *Assistant Editor*

CIRCULATION

Arthur B. Pausch, *Circulation Manager*

Mildred A. Newton, *Secretary*

Howard S. Donovan, *Garden Club Circulation*

Grace E. Gibbs, *Secretary*

Patricia Allgaier, *Clerk*

Lillian Misner, *Clerk*

ADVERTISING

Arthur C. King, *Advertising Manager*

Patricia A. Salvatore, *Secretary*

Theresa McNamara, *Classified Advertising*

COMMITTEES

EXECUTIVE COMMITTEE

Oliver Wolcott, *Chairman*

Oliver F. Ames

Edward Dane

Seth L. Kelsey

Harold W. Knowlton

FINANCE COMMITTEE

Oliver Wolcott, *Chairman*

Oliver F. Ames

Edward Dane

BUDGET COMMITTEE

Oliver Wolcott, *Chairman*

Oliver F. Ames

Edward Dane

Seth L. Kelsey

Harold W. Knowlton

NOMINATING COMMITTEE

Seth L. Kelsey, *Chairman*

Albert C. Burrage

Allen W. Hixon

Frederick S. Moseley III

Mrs. G. Kennard Wakefield

MEMBERSHIP COMMITTEE

Mrs. Charles F. Hovey, *Chairman*

Robert N. Elwell

Frederick S. Moseley III

COMMITTEE ON LIBRARY

Albert C. Burrage, *Chairman*

Robert N. Elwell

Mrs. John M. Hall

Harold W. Knowlton

Mrs. Edwin S. Webster

Dr. Donald Wyman

COMMITTEE ON LECTURES AND PUBLICATIONS

Edward Dane, *Chairman*

Oliver F. Ames

Dr. John R. Havis

COMMITTEE ON GARDENS

Mrs. G. Kennard Wakefield, *Chairman*

Oliver F. Ames

Mrs. John M. Hall

Alexander I. Heimlich

Frederick S. Moseley III

COMMITTEE ON SPECIAL MEDALS

Dr. Donald Wyman, *Chairman*

Harold W. Knowlton

Milford R. Lawrence

Harold D. Stevenson

Mrs. Roger S. Warner

COMMITTEE ON EXHIBITIONS

Harold D. Stevenson, *Chairman*

Edward Dane

Dr. John R. Havis

Seth L. Kelsey

Mrs. William A. Parker

COMMITTEE ON PRIZES

Milford R. Lawrence, *Chairman*

John Hurley, *Co-Chairman*

Allen W. Hixon

Harold W. Knowlton

James Sutherland

COMMITTEE ON CHILDREN'S GARDEN EXHIBITIONS

Mrs. Roger S. Warner, *Chairman*

Mrs. Charles F. Hovey

Henry G. Wendler

COMMITTEE ON THE ALBERT C. BURRAGE GOLD VASE

Albert C. Burrage, *Chairman*

Dr. John R. Havis

John Hurley

Harold D. Stevenson

COMMITTEE ON BUILDING

Oliver Wolcott, *Chairman*

Robert N. Elwell

Harold D. Stevenson

OFFICERS & TRUSTEES



OLIVER WOLCOTT
President



HAROLD W. KNOWLTON
Vice President



EDWARD DANE
*Vice President and
Treasurer*



OLIVER F. AMES
*Assistant Treasurer
and Trustee (1967)*



ALBERT C. BURRAGE
(1966)



ROBERT N. ELWELL
(1967)



MRS. JOHN M. HALL
(1965)



DR. JOHN R. HAVIS
(1965)



ALLEN W. HIXON
(1966)



MRS. CHARLES F. HOVEY
(1967)



SETH L. KELSEY
(1966)



MILFORD R. LAWRENCE
(1965)



FREDERICK S. MOSELEY III
(1966)



HAROLD D. STEVENSON
(1965)



MRS. G. KENNARD WAKEFIELD
(1966)



MRS. ROGER S. WARNER
(1965)



MRS. EDWIN S. WEBSTER
(1967)



DR. DONALD WYMAN
(1967)



CARLTON B. LEES
*Executive Secretary
Director of Publications*



ARNO H. NEHRLING
Director of Exhibitions

Trustees are elected for a three-year term; five are elected each year. Dates above indicate expiration of terms. Vice-Presidents are elected for a two-year term, one each year. The President is elected each year. The Treasurer, Assistant Treasurer and Secretary are elected by the Board of Trustees each year for a one-year term.

